

Message Text

UNCLASSIFIED

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43

ACTION AF-05

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /013 W

----- 076444

R 081330Z MAY 74

FM AMCONSUL JOHANNESBURG

TO USDOC WASHDC

INFO SECSTATE WASHDC 3256

UNCLAS JOHANNESBURG 0457

USDOC

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJ: PRIVATE TRADE OPPORTUNITY

REF: STATE A-7974, SEPT. 20, 1973

1. 791/04/P0033

2. 050874

3. M.A. MEYERS

4. 791 REP SAF

5. I,D, M

6. (A) REPLY TO

(B) D.N. ANAGNOSTELLIS

(C) PHOENIX TRADING CO. (PTY.) LIMITED

P.O. BOX 2946

JOHANNESBURG, S. AFRICA

7. CABLE: GREECO: TEL: 011-25-2125; TELEX: 43-0766 SA

8. --

9. 104-11. 9A. DIRECCT SALE FOR RESALE AND

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DISTRIBUTORSHIP.

10. DESCRIPTION:

2032XXX - 0000 - CANNED SPECIALTIES

2065XXX - 0000 - CHOCOLATES AND SWEETS

PURCHASE DECISION TO BE MADE BASIS FOB OR CIF QUOTED PRICE.

FIRM ESTIMATES ANNUAL TURNOVER AT \$9 MILLION OF WHICH

\$2.3 MILLION IS FOOD, CONFECTIONERY SPECIFIED ABOVE.

FIRM COVERS THREE PROVINCES OF S.A. WITH OWN SALES

FORCE AND HAS REGIONAL DISTRIBUTORS IN CAPE PROVINCE.

PHOENIX ALREADY REPRESENTS WHITMANS, PHILADELPHIA;

CAMPBELL SOUP INTL., CAMDEN, N.J.; CASTLE AND COOKE

FOODS, SAN FRANCISCO; DRAFT FOODS LIMITED, NEW YORK;

BREWSTER LEEDS & CO., NEW YORK.

FIRM IS LARGEST IMPORTER CONFECTIONERY IN RSA AND ALSO

MANUFACTURES ITS OWN LINE. MARKETS ONLY IMPORTED

EXCLUSIVE FOOD LINES.

DEGRACE

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NNN

Message Attributes

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Disposition Event:
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Disposition Remarks:
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